

YOGYAKARTA HIJABERS' CONSUMER BEHAVIOR IN SHOPPING HIJAB ON ONLINE MEDIA

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ABSTRACT

Indonesia is a country having the largest Muslim population in the world. In Islamic teaching, Muslim women's head is one of their private body parts that they oblige to cover it by wearing veil, well known as *hijab*. Clothes of Muslim women were assumed and looked old-fashioned, yet *hijabers* considered as an icon of stylish, modern, chic, and modest Muslim women emerge and alter perception on Islamic clothing. The high-class fashion designs propose a new social class that is more exclusive for women to cover their private parts.

The massive number of hijabers has attracted researchers to examine them deeper. For instance, sociologists may focus on fashion trends that are inevitable from their life style and identity. Another example is marketing researchers may concern with the increasing of purchasing index. Nevertheless, this research will concentrate on consumer behavior of the hijabers. It will attempt to find out their reasons of their preference for using online media to purchase hijab, and it will also try to reveal the purchasing process like selecting the mode and style of the hijab. Thus, this research will comprehensively encompass hijabers' consumer behavior to meet their need.

This research will be conducted in Yogyakarta. For one reason, Yogyakarta is well known as '*kota pelajar*' (city of students) that the great number of Muslim female students can represent stylish and modern clothing of youth. Another reason is that it is found in this city a lot of outlets and communities of hijabers having regular meeting to share hijab fashion.

Additionally, this research will be carried out qualitatively and the population is young Muslim women wearing hijab and living in Yogyakarta. It will employ purposive sampling to select the participants being divided demographically based on age, educational level, and income. The questionnaires of this research will be analyzed and summarized.

Keywords: consumer behavior, qualitative analysis, online shop

INTRODUCTION

A number of modern Muslim women having educational background of fashion designer have pushed the boundaries of Muslim fashion in Indonesia like Dian Pelangi, Inna Mutiara, Ghaida Tsurayya, Ima Demiliana, Restu Anggraini, Wulandari Sofwan, Nabilla Ayumi, Ida Royani, and Ria Miranda. They displayed that hijab is no longer clothing of elderly women, but young women may wear it and look stylish, trendy, chic, and fashionable.

They not only opened clothing line, but also established a community, namely Hijaber Community Indonesia (HCI). The professional community obligates the members to wear hijab and pay 100,000 rupiahs for a member card. Each member ought to open an account in BRI Syariah since the payment process can be carried out through the bank. After gaining the card member, a Muslim woman may join all activities of HCI. The center of HCI is located in Jakarta, and it has several branches in Bandung, Yogyakarta, Aceh, and Padang. All the organizers are also required to have meetings to discuss the activities. HCI itself has already had thousands of members across Indonesia and they can communicate through social media.

Whereas the development of Muslim clothes expenditures increased. Runnapar Pitpreecha and Teerada Chingkolrattanaporn said that Muslim is the most attractive markets, especially in Indonesia because as the largest Muslim country in the world, Muslim market would be a target market that can not be avoided. Muslim needs the latest fashion clothes and it is become a potential market gap. Moreover, the fashion needs not only limited to clothes, but also the need for accessories, tools such as mukena worship and al quran, cosmetics with a label that guarantees the product is halal and also references such as magazines so that they can continue to be a Muslim with the latest clothes.

The high need of Muslim product is not only happening in the offline shop, but also in the online shop. While online shop growth directly proportional to the growth of the Internet connection in Indonesia. Ease of Internet connection that is integrated with internet banking or payment mBanking which is a service of the entire bank, making prospective buyers that only by using their telephone or the computer device can choose a product even make buying and selling without getting out of bed. They are free to choose the products they want and can do price comparisons between one online shop to another shop online at the same time without feeling the road congestion or travel risks commonly experienced when making purchases offline.

The increasing of the number of hijabers and the purchasing development by online media leads to the shopping need escalating. A lot of shops offering Muslim clothing do not reduce the purchasing development on online media. Thus, it will be fascinating to observe online shopping style of Muslim women in Yogyakarta to meet their needs.

This research aims at exploring why Yogyakarta Muslim women choose online media to shop, what online media they trust to as well as why they select it, and how the shopping process is. The research findings will focus on the primary and secondary reason why Yogyakarta Muslim women do online shopping. Thus, it will be

beneficial for online shopping owners to carry out effective promoting and marketing strategies to online shoppers.

Moreover, research participants will be selected from 18-45-year-old Muslim women in Yogyakarta. For one reason, the researcher argues that they, in the ages, have already had their own income and can decide what to wear and buy. She also contends that they have high interest in shopping to meet their needs.

LITERATURE REVIEW

Consumer behavior in social sciences particularly in marketing and business provides occasions to count and predict what products and services from a company can impact on purchasing, using, and consumers. Consumer behavior studies can be a scientific guideline for drafters to make grand design of company marketing.

Consumer behavior refers to “the study of process involved when consumers acquire, consume, and dispose of goods, services ideas in order to satisfy their needs and desire” (Noel, 2009:1). The study attempts to consider product choosing process, product using, post product using. A company may employ this study to fill consumers’ needs so that they later may turn into loyal consumers.

Consumers are *Homo sorious* (social beings) shaped by many aspects so that consumers may also be influenced by a lot of factors which can be classified into: external factors, internal factors, and process during decision making, and process after decision making.

1. Internal Factor

Internal Factor refers to a psychological factor affecting consumers when they begin to decide to use a product. Internal factors encompass:

1) Motivation

Motivation is defined as self-enthusiasm to achieve the objectives.

2) Perception

Perception is a circumstance when consumers begin receiving stimuli to purchase a product so that they get active to select and organize the information.

3) Knowledge

Knowledge means information recognized by consumers. The information is dealing with specification of brands, products, categories, how to purchase, and how to use the products. The processes are so-called categorizing to ease consumers to choose products which meet their need.

4) Attitude

Attitude refers to a circumstance when consumers respond all information they receive. It can be a refusal or acceptance.

5) Memory

Consumers’ memory of a product can become the main reason for them to re-purchase or move to other products. It implies that the memory is

related to their experience of products, services, purchasing and using products.

2. External Factor

External factors are regarding consumers' identification of products which meet their need mostly and provide more service satisfaction. The external factors can be divided into two categories, namely company encouragement and consumers' background.

Several references mentioned that external factors comprise age, sex, group, and social class.

For instance, a number of young women cover their private parts with a casual hijab. As the spread of information, their social life, and a lot of hijab styles like hijabers, they may shift their hijab styles.

3. Product Choice

Consumers will select a product when they have already become rational consumers. Kotler argues that there are 5 phases of purchasing decision making:



Besides discussing consumer behavior, this research also talks about consumers' perception impacts when selecting products. Dealing with choosing online media, it will be elucidated facility perception, price perception, quality perception, and location perception. In fact, all the perceptions bring adequately high impacts for hijabers on selecting their purchasing media.

1) Facility Perception

Facility Perception refers to all provided properties to be used by public and they should not cost (Dimyanti, 1992:188).

2) Price Perception

In consumers' perception, price is spending expense getting products (Simamora, 2001: 36).

3) Quality Perception

Quality means the number of attributes or characteristics of products and services (Ahyari, 1997:87).

4) Location Perception

Location can be defined a workplace of a company (Sigit, 1998:15).

RESEARCH METHODOLOGY

Research Method

This research attempted to provide detail data of consumer behavior in purchasing hijab on online media. It tried to find out whether consumers consider the price, facility, location, or other factors so that they decided to buy and not to buy the product they had seen on online media. In line with the research objective, the research method employed qualitative descriptive, a basic procedure of research that the descriptive data are presented from written and oral statements of the participants (Moleong, 1993:3). Using qualitative approach might assist the researcher focus more on the process than on the result (Creswell, 1994:145). Hence, she concerned with and analyzed the process when the participants purchase or do not purchase.

This research would not concentrate on numerical analysis process, but would focus on explanation and description of participants' circumstances. Thus, the data of hijab purchasing process through online media could be presented in detail.

Research Participants

Research population was 18-45-year-old Muslim women living in Yogyakarta, wearing hijab, and having purchased hijab outfits like hijab itself, clothes, accessories, or cosmetics on online media.

Since hijab is compulsory for all Muslim women and every one may access internet, the researcher argued that each member of the population had similar characteristics, elements, and values when purchasing. Thus, this research employed accidental sampling as the sampling technique.

After carrying out the sampling technique, there are four participants of this research:

- a. Asri Hayistifah
She is a 41-year-old career woman who was born in Yogyakarta, and has 2 children studying at high school and elementary school. She often buys Islamic magazines and listening tausiah on television or radio.
- b. Firly Annisa
She is a 32-year-old Communication Science lecturer. She often becomes a speaker of seminars and workshops of media literacy to early childhood to the elderly. She actively engages in Aisyiyah and Non-Profit Organization Rumah Sinema to research and publish issues of literacy media.
- c. Ratih Herningtyas
She is a 37-year-old International Relations lecturer, and has three children. She is active in teaching and learning process, strategic programs of the university, and parent association in her children's schools. She also joins a recitation of 'one day one juz' that she recites Al-Qur'an daily.
- d. Syulfiya Ayny
She is a 25-year-old medical student of a private university in Surabaya. She got married last year and now lives in Yogyakarta with her spouse.

Furthermore, the research data were gathered through several techniques written as follows:

1) Interviews

Interviews are a process to gain information to achieve the research objectives by face-to-face asking and answering questions using interview guidelines (Nazir, 1998: 234).

2) Library Research

This research used books as resources and theories dealing with the research topic, namely consumer behavior and hijabers.

Qualitative data analysis requires the researcher to gather data, interpret the data, and write the research report simultaneously (Creswell, 1994: 145). Thus, the data analysis cannot be conducted separately from gathering data, yet they are activities to be carried out together. During collecting the data, the researcher interactively did 3 analytical components, namely data reduction, data presentation, and conclusion/verification (Supoto, 2002: 186).

Data reduction process was carried out through selecting, focusing, and simplifying filed notes during data collection. The result of data reduction was presented in narrative so that the conclusion can be made. The conclusion was reinforced endlessly and was verified till the end of the research. Stabilization was also undertaken by repeating data reduction process as well as data presentation to improve the conclusion.

Validating the data was carried out through triangulation. According to Moleong (2011: 178), triangulation refers to a technique to check data validity utilizing multiple data to check or to compare the data.

This research employed triangulation of sources. Patton cited by Moelong (2001: 178) stated that triangulation of sources refers to comparing and checking trustworthiness of information in distinctive time and equipment in qualitative research written as follows:

- a. Comparing observation data to interview data.
- b. Comparing one's circumstance and perception to others' perceptions.
- c. Comparing the interview result to contents of related documents.

RESEARCH FINDINGS

Women and Online Media

All the participants told that they use internet to access social media like WhatsApp, Blackberry Messenger, Facebook, Twitter, Path, and Instagram every day even though the duration of accessing is distinctive. For instance, Asri stated that she accesses internet using computer and phone about three hours a day while Ratih almost every time connects to internet with her smartphone, but she uses a notebook in the evening to reply important emails which may need detail explanation.

Besides, Firly Annisa admitted that she was addicted to access Facebook as she conveyed:

“I often accessed Facebook and till I was aware that I wasted my time accessing Facebook. Ultimately, I decided not to open Facebook, and it has been two weeks I did not access Facebook,” (Interview of Firly, Monday, August 24, 2015).

As a Communication Science lecturer and an organizer of Rumah Sinema concerning with literacy media, Firly comprehends functions and the use of media wisely. When she realized that she wasted her time accessing social media, she filtered to limit his time for accessing the social media and prefer doing valuable activities.

Moreover, the participants connected to social media mostly using smartphone, iPad, or tablet. They rarely employed computer or notebook since both devices need Wi-Fi or LAN to connect to internet whereas smartphone, iPad, or tabler has a SIM Card so that internet can be accessed wherever and whenever they are.

Women’s dependence on technology triggered Huffington Post and Real Simple to conduct a survey of “Women’s Complicated Relationship with Technology” toward 3,583 women as the respondents in 2014. The data displayed that 69% of respondents slept and put their smartphone on their bed, 79% of respondents confessed that they could not refrain themselves from looking at their phone for an hour. The fascinating data showed that 66% of respondents would rather not have sex than live without a phone for a month (http://www.huffingtonpost.com/2013/12/09/poll-women-technology-complicated-relationship_n_4395935.html, accessed on August 29, 2015). The survey was terrifying since women were getting dependence on artificial relationship, which they would rather have a relationship only connected with systems or applications of computer or phone than have closer communication like face-to-face.

Many researchers examined the relationship between women’s behavior and online media. When media social fosters, both men and women have the same capability to adapt the use of the new media. Nevertheless, in 2012, Kimbrough and his fellows conducted research of comparing the use of media between men and women. It was revealed that women tended to use the new media to send messages, social media, and video call. The research also concluded that women accessed Facebook to intertwine good relationship with his friends. On the other hand, men mostly employed the new media to look for and had new relationship with new people (Harvey, 2014: 567).

The aforementioned data were in line with these research participants’ circumstances that they used social media to keep good relationship with people they have known. For example, Ratih possess a number of groups in message applications like *WhatsApp*, *Blackberry Messenger*, and *Line*. She expected to communicate in real time with people she knows at her workplace, family, and community. She admitted that she has never attempted to find other friends using her social media. In fact, she restricted the number of her friends in social media to maintain good relationship with her close friends. It indicated that women prefer a few friends but they are close than a great number of friends but they are only known by sight.

The most accessed social media was Facebook because they argued that the media could meet their social need. Kimbrough's research findings also revealed that women spent 62% of her Internet time accessing Facebook while men only spent 44% of his Internet time (Harvey, 2014: 569). If women connected to Facebook, they would spend their time looking at her friends' profile. It aimed at recognizing their friends' newest condition to intertwine closer relationship.

Women and Their Hijab

A well-known Indonesian anthropologist, Koentjraningrat, conveyed that clothing functions of Indonesian citizen are divided into four types that are as natural weather resistant (hot, cold, and rain), as a holy sign, as jewelry, and a symbol to display social class (Sutardi, 2007, p. 38). The statement reinforces an assumption that a selected cloth or a pair of shoes, which someone wears when meeting a lot of people, is the result of long consideration. For one reason, each person shows his or her identity through his/her outfit.

Fashion –in clothes- is not merely defined as primary needs of a person's live of one's life feasibility or a self-protection of weather since fashion nowadays implies equipment displaying social status to be more appreciated in an environment and a tool to express ideas. For instance, Lady Gaga showed that fashion can be a 'self-mark' to ease others to define this controversial singer. Her phenomenal style was displayed in Video Music Award 2010 when she, so-called Mother Monster, wore shoes, a handbag, and dress made from 100% of meat as her support on gender equality of LGBT (Lesbian, Gay, Bisexual, and Transgender).

Not only covers body parts, but clothing, like hijab, also becomes an identity of one's self. As the largest Muslim population country, Indonesia is promising market of Muslim women's fashion for the marketers even though in New Order era Muslim women in Indonesia confronted a lot of violations to wear hijab as their Islamic identity. However, hijab now has been fostering that each person may wear hijab and can get their hijab easily.

All of the research participants have been Muslim since they were born, but they did not wear hijab since they were child. They wear hijab when they got adult, work, or married. For instance, Firly decided to wear hijab when she was 20 years old, Asri was 26 years old, and Ratih was 28 years old. They did it because they perceived that they were ready mentally and spiritually to perform Islamic teaching. They asserted that hijab is the identity of Muslim women, a reward for themselves, and piety as well as faith of Muslim women.

According to El Gundi (quoted by Ibrahim 2009), there are a lot of terms attributed to Muslim women based on their body parts, areas, local dialect. Islamic encyclopedia also mentioned hundreds of clothing terms of Muslim women like *burqa*, *abayah*, *jellabah*, *hayik*, *milayah*, *gallabiyah*, *disdasya*, *gargush*, *gina*, *mungub*, *listma*, *yashmik*, *habarah*, and *izar*. Besides, in Indonesia there are '*kerudung*', a long fabric to cover head, but still showing little hair, and chest; '*burqa*', Muslim women clothing covering all face, head, hair, but eyes concealed by thin fabric; '*niqob*', similar to *burqa*

but without thin fabric for covering eyes; '*chadar*' huge long clothing to cover body having waist-long head cover; '*jilbab*' or '*hijab*', square fabric having varied mode and design. *Burqa*, *niqob*, and *chadar* are commonly plain and dark like black or brown, whereas *jilbab* or *hijab* comprises various colors and design as floral, stripes, polkadots, and others.



Several Muslim Headgears

Source: www.rabble.ca

The research participants possess their own hijab style. Asri has syar'I, stylish, and feminine style; Firly has modern, vintage, and chic style; and Ratih tended to proper, modern, and cozy style. They viewed hijab from various perceptions and needs. First, Asri represented a number of Muslim women emphasizing on a notion that whatever the clothes are, Islamic teaching is the foremost. The group of Muslim women contended that hijab is one of the worships to Allah SWT and it is not for looking good in front of other people. Second, Ratih focused on comfort and appropriateness of the hijab. Wearing hijab for almost 24 hours may be troublesome not to consider the coziness. Many Muslim women feel stiflingly hot, stifled, and uncomfortable when wearing hijab, yet they can cope with the problems by considering the hijab materials. Last, Firly represented young female Muslim to perform Islamic teaching but to remain stylish.

They, as hijabers, used resources from their environment to decide what style they will look like. Ratih autonomously look for hijab tutorials on YouTube and Instagram while Syulfiya looked at her friends as references.

"I like noticing my friends' styles who have worn hijab earlier. They can teach me immediately how to wear hijab. I think that hijab should be simple as well as comfortable, and cover the chest," (Interview of Syulfiya, Saturday, August 28, 2015).

Hijab styles are also the result of social construction since hijab is considered as a faith symbol encompassing other symbols. The hijab may represent the users' thought so that they will attempt to find out styles which fit their identity based on references of their social lives.

Women and Online Shopping Behavior

A myth emerged in environment is that women are “household treasurer” because they take part in managing household finance like expenses and investment. Women nowadays have been educated well so that they have not only financial power but also ability to decide what to purchase. It displays that women possess essential roles in business in this world. Indeed, purchasing now is no longer conducted only at shopping centers like mall, *toserba*, supermarket, boutique, and traditional market. Online shop emerges to ease women to purchase.

BMI Research, Brand & Marketing carried out a survey of “Facing 2015 Market Opportunity for Online Shopping Industry” to 1,213 internet users in 10 cities in Indonesia. The survey was conducted through phone interview. The findings revealed that 53% of online shop consumers are women and 56% of them are in the age of 18-30. The data showed that online marketers ought to concern with young women as their target.

During online shopping, the married research participants argued that it is not necessary to require their spouse’s consideration when purchasing goods.

“I do not need to ask my spouse’s view on products I would like to buy because he trust to myself that the product is appropriate and meets my capability,” (Interview of Firly, Monday, August 24, 2015).

Firly’s statement showed that, as a women as well as a wife, she possessed autonomous power to decide what products she will use. It was underlain that there was an agreement between Firly and her spouse regarding products which she and her spouse employed so that there was autonomy of purchasing. In fact, Firly also had her own income so that she also possessed an authority to utilize her money.

Besides, Ratih emphasized that she was proud of being able to use her own income to purchase.

“Naaaah... It should be clarified. I have never spent my spouse’s money for fashion like clothes or hijab,” (Interview of Ratih Herningtyas, August 28, 2015).

The utterance displayed that most of career women possess their own autonomy to meet their need so that they consider not asking their spouse’s opinion to purchase. They are allowed to select and purchase products they like using their own income.

Noticing their motivation and facilities of online shopping, the customers was eased to select a lot of products uploaded by the owner without going around. They can choose and buy the products only from their home.

“I prefer online shop since it is practical. It does not spend much time and can be carried out at home or everywhere, and I also can do it while undertaking another work,” (Interview of Ratih Herningtyas, Friday August 28, 2015).

Additionally, Asri Hasyitiah told that she disliked offline shopping because she had to go to parking area and it was exhausting.

“Wah, I should go to a store to do [offline] shopping. I commonly ride motorcycle and it is exhausting. I have to find parking area which sometimes it is hard. Moreover, I occasionally have to move to other stores. You can imagine that,” (Interview of Asri Hasyitifah, Monday, August 24, 2015).

The statement of Ratih Herningtyas indicated strengths of online shopping. They are:

- a. Easy and simple;
- b. Economical;
- c. Dislike to offline shopping
- d. A lot of choices
- e. Qualified products

(Source: Mix Marketing Magazine, Rubric Research: Online Shopping Market This Year Up 100% it, edition 02 / XII / 17 February to 17 March 2015, p: 14-15)

Nevertheless, online shopping also has demerits. “Facing 2015 Market Opportunity for Online Shopping Industry” mentioned that the common complaints of online shopping are written as follows:

- a. Differences between displayed pictures and real products (22%);
- b. Sending time duration (9%);
- c. Deception (5%); and
- d. Internet connection problem (4%).

As online shoppers, the research participants also encountered similar issues.

“When I did online shopping, I confronted unfortunate incidents. I was deceived that I had transferred the money but the product was not sent. Another example is that the product was not the same as the criteria they posted,” (Interview of Ratih Herningtyas, Friday, August 28, 2015).

In addition, Firly also encountered that the product was not similar to displayed picture so that she decided not to buy products of clothing on online media, yet she purchased on online shop other products like accessories, bags, and watch.

“I have never faced deception, yet I often get that the products are not similar to uploaded pictures so that I felt disappointed and I had to buy offline in a boutique,” (Interview of Firly Annisa, Monday, August 2, 2015).

In fact, the participants had noticed comments or reviews of other buyers before purchasing,

“Indeed, I filtered the online shop like I looked at the testimonies of consumers, how the owner responded the customers, and the display of the online shop,” (Interview of Rarih Herningtyas, Friday, August 28, 2015).

Online shoppers frequently complain the deception issues. Most of them occur since the process of searching products is only based on the product pictures and

description. The online shopping owner may post counterfeit pictures and description to strengthen their crime. Most of them will create a fake account to provide testimonies as if they have the real shoppers.

Online shopping in Indonesia is getting widespread. Research examined by BMI Research displayed Top 10 Awareness of Online Shop – 2014:

1. OLX	71%
2. Lazada	58%
3. Berniaga	46%
4. Facebook	32%
5. Zalora	23%
6. Blackberry Mes	18%
7. Traveloka	14%
8. Tokopedia	10%
9. Elevation	10%
10. Instagram	8%

The data indicated that Top 3 of online shops are professional e-commerce serving the customers well and also attracting customers because they gave big sales. Even though the three online shops do not sell their own products and they are only a web encompassing several sellers, they do not lose their benefits. Indeed, the shoppers have a lot of choices since the sellers are competitive one another.

Furthermore, Facebook was in the fourth position as online shop. Firly Annisa is one of the consumers utilizing the media. Nevertheless, after confronting deception that the product she bought was not similar to a displayed picture on Facebook, Firly possess selection techniques of online shop.

“I prefer recommended shop by my friends or my friends’ shop. I know several high school friends having online shop on Facebook. I would rather buy in my friends’ shop or recommended shop than gamble,” (Interview of Firly Annisa, Monday, August 2, 2015).

Firly’s statement’s is in line with BMI Research that to gain information of awareness of online shop can be from friends or family. The details are written as follows:

1. Television (advertisement, news)	59%
2. Friends / Family	57%
3. Website	56%
4. Social Media	33%

One of the research Participants, Asri Hayistifah, admitted that she could stay long in front of computer for online window shopping when she looked at advertisements on Facebook. It indicated that online marketers can attract consumers through advertising their products on Facebook as one of the alternatives.

BMI Research also revealed that several respondents were more interested in using social media like Facebook, BBM, and Instagram because they received fast responses of their queries before purchasing. Most of products of online shops are

clothing so that a lot of questions are necessary to meet consumers' need. The most often bought products of online shops are written as follows:

1.	Clothes	41%
2.	Fashion and accessories	40%
3.	Gadget	11%
4.	Electronics	11%
5.	Car accessories	5%
6.	Beauty products	5%
7.	Hobby and games	4%
8.	Household-wares	4%
9.	Motorcycle	2%
10.	Flight ticket / hotel	2%

Moreover, TNS Online and Blibli.com conducted a survey comprising 1,300 respondents of 12 cities in Indonesia, namely Jakarta, Bandung, Surabaya, Semarang, Makassar, Medan, Padang, Pontianak, Banjarmasin, Denpasar, and Manado. The findings revealed that one of two internet users in Indonesia had not done online shop yet, but they were willing to try it (Source: Mix Magazine, Research: Apparel, Consumer Products coveted New Online, 04 / xi / April 2014, p: 16-17). It is indisputable that online shop is promising since consumers' needs and demands are elevating. Moreover, they have connected to internet and they no longer consider the price because Indonesian digital consumers prefer the efficiency in purchasing products on online shopping.

Although online markets are lifting, consumers do not leave traditional markets or offline markets. BMI Research displayed why consumers remain purchasing offline:

1.	They distrust to online shop	36%
2.	Offline shop is more exciting	24%
3.	They have to try on the product	16%
4.	They do not need online shop	11%
5.	Online shop is confusing	11%

In accordance with the survey of TNS and Blibli.com, most of respondents doubted online sellers' honesty like buyers' personal data or financial data misuse so that they prefer online shopping.

Shopping, according to Patricia, is literally defined as consideration to buy a product or service; earnest and serious searching to gain best purchasing (Huddleston, 2011: 51-52). Nevertheless, shopping nowadays is divided into two types, namely need or recreation. Moreover, shopping is one of the examples of hedonism since it aims at meeting one's desire. Women argue that shopping is not only buying a product but also doing a hobby, creativity, pleasure, and autonomy. Whatever media they employ, either online or offline, they can meet their desire of shopping due to faith or enjoyment.

CONCLUSION

The women in Yogyakarta as well as women in other parts of the world that they already have a dependency with technology and the internet every day so that they would be connected to the Internet through their computer or smart phone. And they use the Internet for communication needs to continue preserving an intimate relationship with their acquaintances over the years. Even some informants stated limit the number of friends in the list of friends on social media as to maintain familiarity with his old friend, even aware of such dependence then they began to limit the time to access their social media.

Their habit of using social media to establish close relationships with friends that they already know, can be seen from the social media applications which they use only on limited to social networking. They are only using friendship applications such as *Facebook*, *Twitter*, *Whatsapp*, *Line* and *Instagram*. This is the basis of them to make online purchases because in this social network they finally get a reference to buy cMuslim clothes which they want. Application friendship site also provides a form to upload photos and comment on each other so as to facilitate sellers and prospective buyers for interacting just ask product specifications, product availability then the bid price of the product. It is one of the advantages of online purchases by using social media as a potential buyer can make a personal interaction with the seller. In contrast to the sellers who use sites such as buying and selling forum Kaskus, Lazada, Elevation, or a site selling brand meccanism.com, dianpelangi.com, etc. because they had no response as active and interactive as by using social media.

Shopping behavior of these women just as women generally governing the whole family shopping purposes. By coincidence the entire informants in this study is the wife who has been working so that they have the money in addition to that given by their husbands. Financial independence they have had the impact that they are free to buy a product that is used only for her such as clothing and cosmetics without requirement to ask for consideration of their husbands first. No need to ask for permission does not mean they do not require their husband's comments, because they themselves have understood the restrictions provided husbands so that they are free to make purchases based on activity limitations previously agreed between her and her partner.

Into online shop they do not consider the issue price, which is a major consideration for them when making an online purchase process hijab material is material, clothing style and convenience. Provided that the material is good and appropriate, they will buy them, even though they restrict the purchase in accordance with the funds they have. When choosing an online store that they will use the most of of the speakers make purchases based on references from the peer group or family who have been making purchases. These they do in order to avoid fraud, both frauds as an item received does not match the picture to fraudulent goods are not delivered at all. They also see a review of the buyer - the buyer before even seeing the testimony in advance to assure that the seller is trustworthy.

The informan choose to make purchases online because they are believed to make purchases online so they can save a lot of time. They do not need to spend a lot of time in the street because of risk of traffic jams and the atmosphere of a hot afternoon or even trouble to find a parking space vehicle. They can sit in a comfortable place and can

choose the products they are looking through a single click. This is due to the proliferation of online sellers offering a variety of products and even offers a price much cheaper than similar product which is sold in offline stores.

Although there are still some informants who make purchases offline for specific products because they consider that if they do offline shop so they can see and touch by their own hand the items purchased, even they can try on the clothes before deciding to purchase. Unlike the online purchases that do not provide facilities for prospective buyers to try the products so that the buyer would do gambling and have to trust the seller. If there is a buyer complaining, they usually just leave a comment on the wall / column comments without knowing how the seller's response, would be followed up or even a complaint will only be removed by the seller.

However another interesting thing of this study is both online and offline can be so much fun for the women, including Muslim women in Yogyakarta. Because often they see a shopping site or a seller account on social media just to go window shopping to be a reference when they wish to make purchases in the future. Even some of them do window-shopping as entertainment in the middle of the routine work in the office.

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